Writing for specific goals: Conversions

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Writing to get conversions

- Getting a conversion usually means turning a prospect into a paying customer
- Depending on your goals, it can also mean getting their email address or getting them to sign up for something
- Clearly establish your goals and do A/B testing to see what works better for achieving them
- How to get more conversions through your writing:

- **#1 Make people trust you or give you their data**

  - back up all the claims you make with real data
  - present case studies of people who have used your stuff

- **#2 Help the reader eliminate the competition**

  - write a pros and cons post comparing yourself to the competition
  - make sure you know your competitor well enough - you can ask your customers why they switched to you

- **#3 Appeal to people's egos**

  - if you cover a customer story, they will share it further to show they've been covered

- if your customer is a company, you might attract a lot of their customers to try your product as well
- people love free exposure, so you can encourage customers to send you their stories

- **#4 Appeal to people's fear of missing out**

  - write about how awesome an event was if you're trying to get people to register for the next one
  - make people think that something will be gone soon - the scarcity technique

- **#5 Give something away for free**

  - this works especially if you want to collect people's emails
  - create a PDF with some useful information and ask them to enter their email address or fill out a form in order to get it

- Conversions don't happen if you don't have a clear call to action (a button, a link, etc.)

- Don't get obsessed with conversions - it usually takes more pieces of content to get to your goals